



ExpertClick® Member Handbook

Version 35.1

This is the Member Handbook for ExpertClick® members. Updated versions of this manual can be downloaded in Adobe PDF from www.MemberHandbook.com. Your hard copy of this handbook has your User ID, password, affixed below..



Your membership includes:

- Your profile (Press Room Page) at www.ExpertClick.com
- Speaker bureau Platform® page with The International Platform Association
- Your unlimited News Releases at www.NewsReleaseWire.com
- Your profile printed in the ExpertBook:
The Yearbook of Experts, Authorities & Spokespersons®.

This Member Handbook is designed to help you gain the greatest benefit from our services. Free customer support is always available during Eastern Time business hours: **Please call us at (202) 333-5000 or e-mail Support@ExpertClick.com.**

Keep this book: This printed handbook is labeled below with your User ID and Password for using all ExpertClick® membership features. Or please see your welcome email from www.ExpertClick.com.

User ID & Password:

Client:

Profile address:

Verification E-mail:

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Version 35.1

Dear Subscriber:

Welcome. You can take advantage of all the features of ExpertClick.com so that journalists can easily find you and interview you – so you benefit from the news media exposure.

There are three general concepts:


1. **Demonstrate who you are and what you want to talk about so that journalists can find you with your text and topics.** Journalists find you most easily through ExpertClick.com's search engine of this information.
2. **Reach out by sending news releases.** Journalists can receive current content from you, get to know you and want to contact you when they have a story to which you could contribute.
3. **Use our content on your Web site by linking to your own NewsReleaseWire.com page that only shows your news releases.** All of these features add content that you control and that is always updated on your Web page. Pick up badges and use the RSS to syndicate to social media – find the badges in your Manage Releases area, when logged in.

We present your information on the ExpertClick® web site, via the Lexis® database, and in our printed directory. You have 100% control of your content with your User ID and Password.

This handbook will show you how your information is presented, how to set up your Press Room & Platform Page, and how to send news releases. See our how-to videos at YouTube as well.

We're here to help you succeed. We want ExpertClick® and News Release Wire to work for you. Please call us at (202) 333-5000 with any questions.

Sincerely,



Mitchell P. Davis, Editor & Publisher

Broadcast Interview Source, Inc.

2500 Wisconsin Ave., N.W.

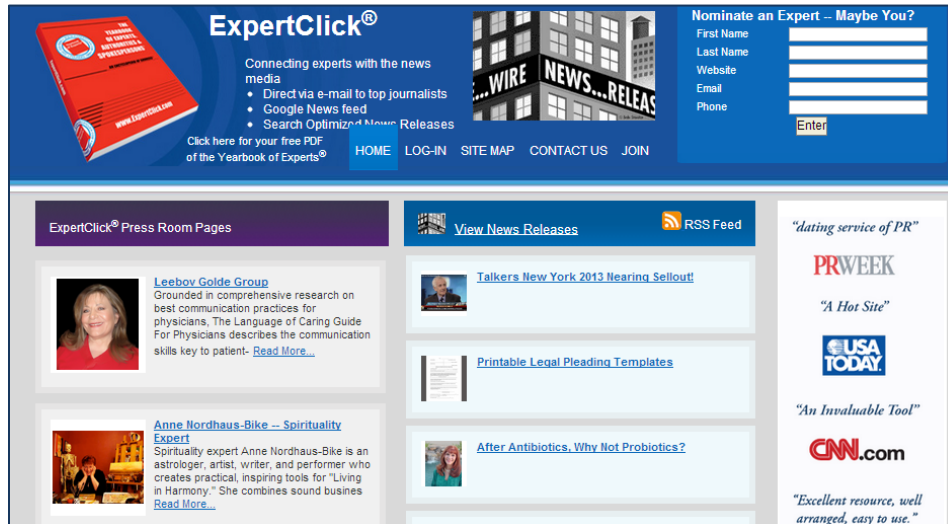
Washington, DC 20007-4132

(202) 333-5000

Mitchell.Davis@ExpertClick.com

What is ExpertClick?

It all starts here at the main page. Our **front page** is constantly updated with members' Press Room Pages and up-to-the-minute news releases at News Release Wire.



Search Experts by Keyword



This display rounds up experts on popular topics. You may also use the search box above to search on more than 12,000 topics of interest selected by our experts.

Accounting	Death	Immigration	Relationships
Adjustment Quotes	Decision Making	Infidelity	Religion
Addiction	Defensa	Informational	Reputation
Advertising	Dentist - Dental	Information Security	Rescue
Asians	Disability	Investment	Research
Alcohol	Direct Mail	Insurance	Retirement
Alzheimer's	Direct Marketing	Intellectual Property	Retirement Planning
Animal Rights/Animals	Disability/Disabilities	International Affairs	Risk Management
Anguish	Disaster Preparedness	Internet	Safety
AP	Discipline	Internet Dating	Sales Expert
Associations	Divorce	Internet Marketing	Sales Trainer
Astronomy	Divorced	Investigation	School Shootings
Autism	Doctors	Investments	Science
Autism	Doa Training	Jewelry	Search Engine Optimization
Automobile	Dogs	Language Speakers	Security
Aviation - Flights	Domestic Violence	Language	Self-Esteem
Banking	Drugs	Law Firm Management	Self-Help
Bariatrics	E-commerce	Leadership	Sex
Beauty Experts	E-mail	Leadership - Transformational	Sexual Harassment
Biblical	Education	Leadership Development	Shooping
Birth Defects	Emergency Preparedness	Leadership Powerpoints	Small Business
Blogging	Employment	Leadership Training	Social Media
Body Language	Employee Assessment	Leisure	Social Networking
Book Publishing	Employee Relations	Life Balance	Software
Book Reviews	Employment Retention	Lighting	Speakers
Books & eBooks	Environment	Litigation	Speakers Bureau
Boutique	Energy	Long Term Care	Speakers with CDPA
Brain Fitness	Entrepreneurship	Lottery	Spoken Reason
Branding	Entrepreneurship Risk	Love	Spirituality
Business	Entrepreneurship	Management	Sport Injuries/Sports
Business Consulting	Environment	Management Consulting	Strategic Alliances
Business Contracts	Ethics	Marketing/Market	Strategic Planning
Business Kudos	Executive Experts	Marketing	Stress Management
Business Relationships	Executive Coaching	Math	Success
Business Turnarounds	Executive Recruiters	Media	Survival
Cancer	Executive Search	Media Training	Survivorship
Cancer Care	Executive	Medical	Talk Radio
Career Planning	Expert Witnesses	Membership Web Sites	Taxes
Careers & Workplace	Family	Mental Health	Team Building
Casualty	Fashion	Middle East/Islamic	Teamwork
Cats	Fear	Moda/Moda	Technology
Celebrities	Features	Monks	Television
Children	Finance	Motivation	Television Advertising
Children and Child	Financial Aid	Motivational Speakers	Telemarketing
Coaches	Financial Planning	Music	Thank You Notes
Coaches with PCCs	Fitness	Narcotics	Time Management
Coaching	Food	Nation	Tourism
Collaboration	Food	Nation	Tox Industry
Colleges	Food	Nation	Tox Industry
Comed	Food	Nation	Tox Industry
Communication Skills	Food	Nation	Tox Industry
Communications Law	Food	Nation	Tox Industry
Competitive Intelligence	Food	Nation	Tox Industry
Computers	Food	Nation	Tox Industry
Conservation	Food	Nation	Tox Industry
Conservation for Kids	Food	Nation	Tox Industry
Consultants w/CMCA	Food	Nation	Tox Industry
Consulting	Food	Nation	Tox Industry
Consumer Issues	Food	Nation	Tox Industry
Cosmetic Dentistry	Food	Nation	Tox Industry
Cosmetic Surgery	Food	Nation	Tox Industry
Courtesans	Food	Nation	Tox Industry
Credit	Food	Nation	Tox Industry
Credit and Debt	Food	Nation	Tox Industry
Crim	Food	Nation	Tox Industry
Crisis Communications	Food	Nation	Tox Industry
Customer Service	Food	Nation	Tox Industry
Cyber Security	Food	Nation	Tox Industry
Dating & Romance	Food	Nation	Tox Industry
Debt	Food	Nation	Tox Industry

Topics are the most important part of ExpertClick. Journalists and other users seeking experts can search on a topic of their own choice, or use our "Expert Round Up" topic index on our main page.

Choosing the right topics helps you be found – see page 14 for more information on selecting your topics.

Expert Topic Search Results

On the search results page, Press Room pages and News Releases that match the search term are displayed. (The topics you choose for your Press Room Page are used to search for your news releases too.)

The Icons help journalists know if you have a web link, audio, and news releases. When you add content, you make your listing more attractive and functional. And when journalists click on the name, the Press Room Page opens to show your page with links.

Interested in upgrading your membership with better search result placement or a banner ad? Contact Support@ExpertClick.com today.

The screenshot shows the ExpertClick website interface. At the top is a navigation bar with links: Home | Join as an Expert | Login | About ExpertClick | Site Map | Contact ExpertClick. Below this is a banner ad for 'Patricia FRIPP Coaching' with the tagline 'Your competitive edge...awesome presentations!'. A search bar shows the keyword 'Presentation Skills'. Below the search bar is a section titled 'Featured News Releases' containing three items: 'Still Working? 7 Ways To Stay Vibrant When Over 50 or 60', '7 Ways to Be Memorable at Networking Events', and 'Customer Service Training for Chat Representatives'. Below this is a section titled 'Yearbook of Experts® & News Release Wire member profiles' listing four experts: Patricia Fripp, Kate Zabriskie, Joni Wilson, and Jerry Cahn. Each expert profile includes a photo, name, title, and a list of skills. Callout boxes highlight the banner ad, featured news releases, and expert profiles.

Banner ad with premium placement

Featured news releases

ExpertClick® profiles, displayed by member level – news releases are presented below.

Your Platform Page

A sample of a vertical layout – a horizontal layout is also available. See how to create and edit your press room page on page 10.

Social media sharing tools.



1-833-9000 • WWW.EXPERTCLICK.COM
Yearbook of Experts®
2012 • FOUNDED 1984 • 100

Randall Craig, Social Media and Web Strategy Expert
Yearbook of Experts - Member Profile

Participant Information

Randall Craig, Social Media and Web Strategy Expert
Toronto, Ontario Canada

[Jump To Randall Craig, Social Media and Web Strategy Expert](#)

[View Releases](#)

[View Full Page from Yearbook of Experts as PDF](#)


[Welcomes paid invitations to speak.](#)
[Click Here for professional speaker information.](#)

[Will consider all speaking invitations.](#)

Contact Information

Randall Craig, CFA, MBA, CMC
Toronto, ON
Canada
Contact Phone: 416-256-7773
[Contact Randall Craig, CFA, MBA, CMC](#)

Latest News Releases

	Title
	How Many Social Media Sites Will Survive?
	The Integration of 'Social'
	LinkedIn Endorsements: Reputation Transparency
	Social Media Check Box
	Facebook - Billions Served

Other experts on these topics

1. Management
2. Consulting
3. Internet
4. Social Media
5. Career
6. Networking
7. Executive Coaching
8. Management Consulting
9. Blogging
10. Entrepreneur
11. Marketing Strategies



Randall Craig is an expert (since 1994) in the field of Social Media/Web Strategy, Social Media Risks, Networking, and Social Media Career Planning/Job Search. He is the author of seven books in the area, including The Everything Guide to Starting an Online Business, Social Media for Business, the Online PR and Social Media series, Personal Balance Sheet Career Planning Guide, and others. (Please call for review copies).

His background includes 9 years at consulting firm KPMG, 6 years starting a company (and later selling it), 3 years as a senior executive at an American public company, and since 2003, President of the consulting firm 108 ideaspac inc. He is a CFA, MBA, CMC, and has a Black Belt in Karate.

In addition to his professional activities, Randall lectures MBA students at the Schulich School of Business, one of the top-ranked global business schools, and writes a column for the Huffington Post. He is an experienced commentator on current issues, and has an extensive national profile on TV, radio, and in print.

For more information and story ideas:

Randall Craig's credentials
<http://www.RandallCraig.com>

108 ideaspac inc. (Consulting firm)
<http://www.108ideaspac.com>

Links, contact information, and icons that show your availability. Users can subscribe to your RSS feed.

Your name is your headline – be sure to make it descriptive.

Include up to four images.

Your text – you can add links to videos and other content.

Your most recent news releases.

Your topics – enter up to 39.

Your News Release

The crucial “5 Ws” are What, Where, Who, When, Why. Your release has it all – see page 13 to learn how and see page 21 for top news release success tips.

**Sharing tools
and headline.**


**Upload the image of
your choice: your
photo, your book
cover, your product.
Be sure to add a
caption.**

**New feature:
Boilerplate text.
You can create,
save, and reuse the
same closing text
for all your
releases. Your
signature, your
links, and more.**

ExpertClick®
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Teach Kids How to Act Around Dogs, Cats, and Wild Animals
Hollywood, FL
Wednesday, April 03, 2013

View Participant's Press Room Page



Debra Holtzman, J.D., M.A.

"A child can learn some wonderful life lessons while caring for an animal, but there can be some potential hazards that accompany pets of any kind", says National Child Safety Expert Debra Holtzman J.D., M.A., <http://thesafetyexpert.com>, the best-selling author of "The Safe Baby: A Do-It-Yourself Guide to Home Safety and Healthy Living" (Sentient Publications). A young child can harm your pet, and some pets can most certainly harm your child. Never leave a baby or young child alone with any pet and always supervise children around dogs, cats, ferrets and other animals. Even if your home doesn't have a pet, teach your children these important tips.

ALWAYS:

- Treat animals with kindness and respect
- Handle pets gently
- Wash your hands thoroughly after handling pets
- Teach children to enjoy watching wildlife from afar

NEVER:

- Approach any unfamiliar animal
- Disturb an animal that is eating, sleeping, caring for its young or guarding something
- Touch any pet before asking its owner if it is okay to do so
- Tease, chase, or stare at an animal
- Grab an animal by the feet, ears or tail
- Feed, touch, pick up or handle a wild or stray animal
- Try to break up animals fighting
- Play with a dog unless supervised by an adult

SHOW YOUR CHILD WHAT TO DO IF APPROACHED BY AN UNFAMILIAR DOG:

- Be still like a statue if a dog comes up to you
- If you are knocked down by a dog, roll into a ball and lie still like a rock

Lastly, if your child or any family member is bitten or scratched by any animal, act quickly. Wash the wound thoroughly with soap and water for at least 5 minutes and seek medical attention immediately.

National Child Safety Expert Debra Holtzman has a law degree, an M.A. in occupational health and safety, a B.A. in communications and over fifteen years experience in the child safety and health field. She teaches infant and toddler safety and CPR at a South Florida hospital and is a certified child passenger safety technician. Debra has made hundreds of media appearances including ABC World News with Diane Sawyer, NBC's The Today Show and Discovery Health Channel, and was named an "Everyday Hero" by Reader's Digest. Her award-winning book, "The Safe Baby: A Do-It-Yourself Guide to Home Safety and Healthy Living" (Sentient Publications) offers parents easy-to-implement solutions and cost saving tips to keep children and pets safe and healthy.

Visit Debra Holtzman's Website <http://thesafetyexpert.com>, Connect with her on Twitter @SafetyExpert_ and on Facebook <http://www.facebook.com/DebraHoltzmanTheSafetyExpert>

Debra Holtzman, J.D., M.A.
Hollywood, FL

**Your RSS feed.
Journalists can
subscribe to your
headlines. Use this
link to connect your
news releases to your
Twitter or Facebook
accounts too.**

**Release date. You
can choose a future
release date.**

**Your release text. Make
sure you make every
release topical, fresh
and unique – it's how
search engines will find
you and your release.
Notice how this release
uses a bulleted list to
present vital
information in an
organized way that
journalists can quickly
scan.**

News Release Wire

Users can also go to <http://www.NewsReleaseWire.com> directly from the main page to search News Releases by date or location.

News releases are presented by most recently submitted. Users can also view by date.

The screenshot shows the 'News Release Wire' website. At the top, there is a search bar with the text 'Search News Releases and Events :'. To the right of the search bar is a checkbox labeled 'Headlines only.' and a 'Search' button. Below the search bar, there are several filter options: 'View by date', 'Recently submitted - ON', 'Geographic Preferences - OFF', and 'Selection Feature - OFF'. A link for 'All Releases' is also present. The main content area is titled 'News Releases' and features a table with a 'Title' column. The table lists several news releases, each with a small icon and a title. The titles are: 'Hundreds of online subscription revenue-generating ideas ...', 'Long Term Care Insurance Rate Increases Explored', 'FCC Defuses F-Bomb @ Talkers.com', 'The Seven Mindsets of Highly Creative People', 'Career Reinvention – Leading Yourself through Transition', 'Funeral Consumers Alliance of Vermont Meeting', 'Filtering and Maintaining Our Sanity', 'Lifesaving Resources to offer Water Rescue Awareness Course for First Responders', and 'Publishing Poynters May 1, 2013'.

News Releases	
	Title
	Hundreds of online subscription revenue-generating ideas ...
	Long Term Care Insurance Rate Increases Explored
	FCC Defuses F-Bomb @ Talkers.com
	The Seven Mindsets of Highly Creative People
	Career Reinvention – Leading Yourself through Transition
	Funeral Consumers Alliance of Vermont Meeting
	Filtering and Maintaining Our Sanity
	Lifesaving Resources to offer Water Rescue Awareness Course for First Responders
	Publishing Poynters May 1, 2013

Where else do your news releases go?

- Scanned by Google News.
- LexisNexis, a top research tool for working journalists.
- RSS feeds.
- A custom URL link for your Web site that shows only your news releases.
- Linked to your ExpertClick.com profile.

In print: The Yearbook of Experts®

Since 1984, Broadcast Interview Source has published directories the news media know and trust. Your membership includes your 75-word profile and your topics. Contact us at Support@ExpertClick.com if you would like to upgrade to a full-page display ad.



We distribute our books in six ways:

- 1) Free copies of the Yearbook of Experts, Authorities & Spokespersons® are available to America's leading print and broadcast journalists.
- 2) We also distribute at trade shows such as www.Talkers.com, the Talk Radio annual convention.
- 3) A complete PDF is available for download at www.ExpertBookPDF.com.
- 4) The Yearbook is always online 24 hours a day at www.ExpertClick.com.
- 5) At www.DocumentCloud.org – the document sharing site.
- 6) Affordably priced at www.Amazon.com.

If you have a display ad or an image for your listing (reference listing or full page) please send your art or image to support@expertclick.com, along with your customer number, name, and contact information.



Sample of a profile – icons show your email, links, and more.

DEBRA HOLTZMAN, J.D., M.A. – CHILD SAFETY EXPERT
Hollywood, FL United States
<http://www.thesafetyexpert.com>



Debra Holtzman, J.D., M.A., is an internationally acclaimed child safety and health expert and award-winning parenting author. Frequently appears on regional and national television and radio, she has been featured on The Today Show, Weekend Today, Dateline, ABC World News, The Associated Press Radio, Martha Stewart Living Radio, and in USA Weekend Magazine. She was the official on-air safety expert for the popular weekly Discovery Health series, Make Room for Baby. She was named an "Everyday Hero" by Reader's Digest and a "Woman Making a Difference" by Family Circle Magazine. Debra has a law degree, an M.A. in occupational health and safety, a B.A. in communications, and is the mother of two children. She teaches infant and toddlers safety, CPR, and sibling classes at Memorial Regional Hospital. Her latest book, "The Safe Baby: A Do-it-Yourself Guide to Home Safety and Healthy Living" (Sentient Publications, 2009) is in bookstores everywhere.

Debra Holtzman, J.D., M.A.
Hollywood, FL United States
Contact Phone: 954-963-7702
[Click to Contact from Web Site](#)

Sample of a full-page ad.

www.TheSafetyExpert.com

Debra Holtzman

Child Safety Expert
Health, Safety and Lifestyle Consultant

Debra Holtzman, J.D., M.A., is an internationally acclaimed child safety and health expert as well as an award-winning parenting author.

A proven specialist on the subjects of injury prevention, healthy living, toxic chemicals, child passenger safety, parenting issues, consumer issues, lifestyle, travel, food safety and pet safety, Holtzman has been helping families for nearly two decades.

Frequently appearing on regional and national television and radio, she has been featured on The Today Show, Dateline, ABC World News, CNBC, MSNBC, and The Associated Press Radio -- and in USA Weekend Magazine. Holtzman served as the official safety expert on the Discovery Health Channel's popular TV series, "Make Room for Baby." She was named an "Everyday Hero" by Reader's Digest.

Her latest book, "The Safe Baby: A Do-it-Yourself Guide to Home Safety and Healthy Living," is in bookstores everywhere.

Holding a master's degree in occupational health and safety, Holtzman is a lawyer and mother of two children. She also teaches infant safety and CPR classes at Memorial Regional Hospital.

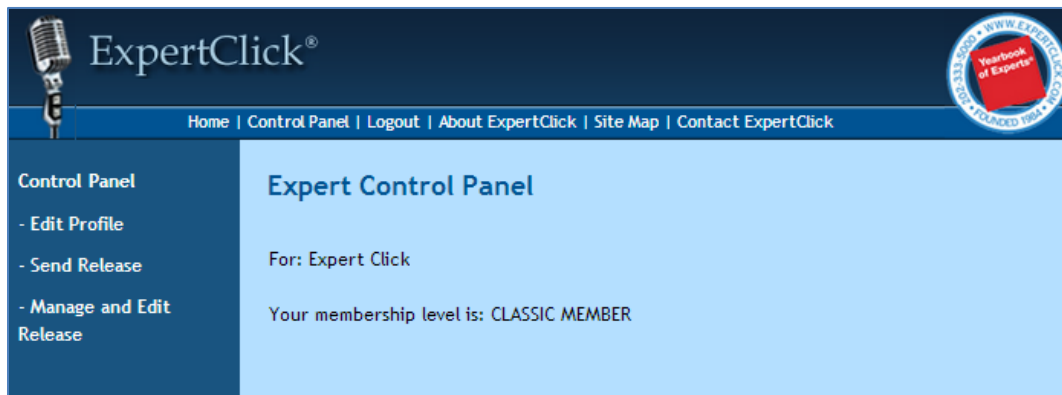


Debra Smiley Holtzman, J.D., M.A.
Child Safety Expert -- Health, Safety and Lifestyle Consultant
Hollywood, Florida
954-963-7702 ■ TheSafetyExpert@gmail.com

Using Your Tools at ExpertClick® and News Release Wire

Control Panel

Logging in with your User ID and Password will bring you to the main control panel.



•Go to Edit Profile to edit your Press Room Page – see

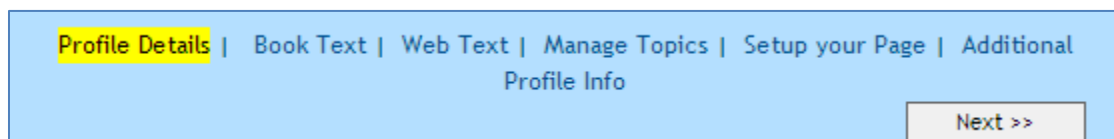
below.

- Go to Send Release to send releases – see page 16.
- Click on Manage and Edit Releases to edit new releases, and to view current and expired releases. Here you can also pick up your links so users can go right to your Press Room Page or your list of news releases – see page 23.

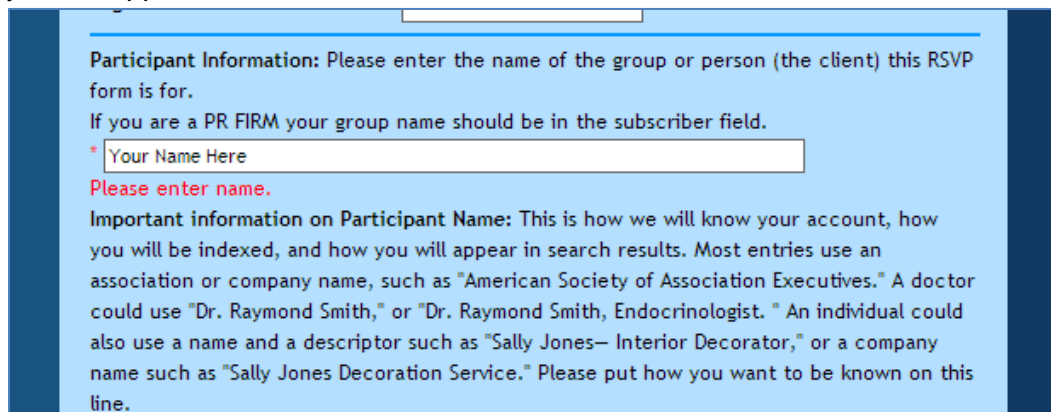
Create and Edit Your Press Room Page

1. From the Control Panel, go to **Edit Profile**. Use the links at the top to navigate and update your information.

On the screens that follow click on “Update your Page with this Information” before clicking “Next” and continuing – this will ensure your updates are saved. You can also see a proof at any time.



2. **Member Update – Profile Details.** Make sure your contact information is accurate and up-to-date. The “Participant Information” section contains the information that will be published publicly on your Press Room Page, Platform® Page and in your Yearbook profile. This is the headline of your Press Room Page and will be used in your news releases. This is also how you will appear in search results.



Participant Information: Please enter the name of the group or person (the client) this RSVP form is for.

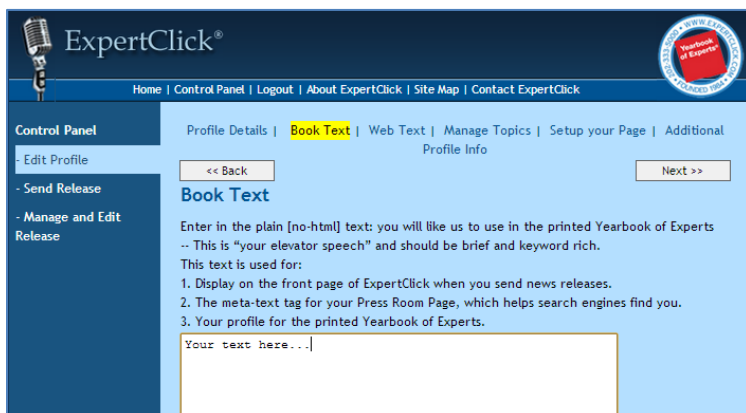
If you are a PR FIRM your group name should be in the subscriber field.

*

Please enter name.

Important information on Participant Name: This is how we will know your account, how you will be indexed, and how you will appear in search results. Most entries use an association or company name, such as "American Society of Association Executives." A doctor could use "Dr. Raymond Smith," or "Dr. Raymond Smith, Endocrinologist." An individual could also use a name and a descriptor such as "Sally Jones— Interior Decorator," or a company name such as "Sally Jones Decoration Service." Please put how you want to be known on this line.

3. **Book Text.** Your profile for the printed directories. This is your "elevator speech" and should be brief and keyword-rich.



ExpertClick®

Home | Control Panel | Logout | About ExpertClick | Site Map | Contact ExpertClick

Control Panel

Profile Details | **Book Text** | Web Text | Manage Topics | Setup your Page | Additional Profile Info

Book Text

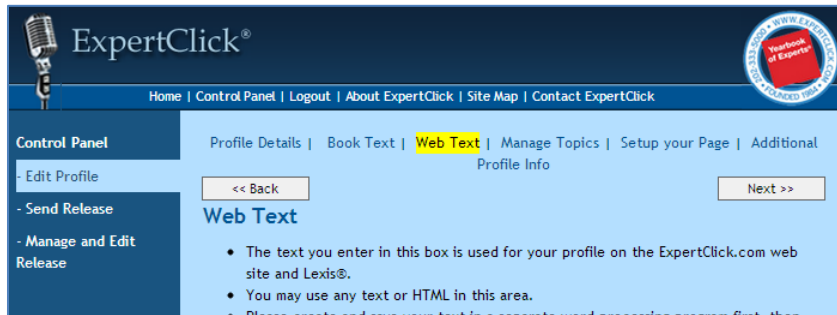
Enter in the plain [no-html] text: you will like us to use in the printed Yearbook of Experts -- This is "your elevator speech" and should be brief and keyword rich.

This text is used for:

1. Display on the front page of ExpertClick when you send news releases.
2. The meta-text tag for your Press Room Page, which helps search engines find you.
3. Your profile for the printed Yearbook of Experts.

Success Tip: The Book Text is not just for the printed Yearbook. What you enter here is also used for display on the front page of ExpertClick® when you send news releases. The “Book Text” is used as well as for the meta-text tag for your Press Room Page, which helps search engines find you.

4. **Web Text.** The main text of your Press Room Page. Keep it descriptive, clear, and interesting. Why should journalists or speakers bureaus contact you? What is your expertise? What do you have to share? If you are comfortable with HTML coding, you may use it here.



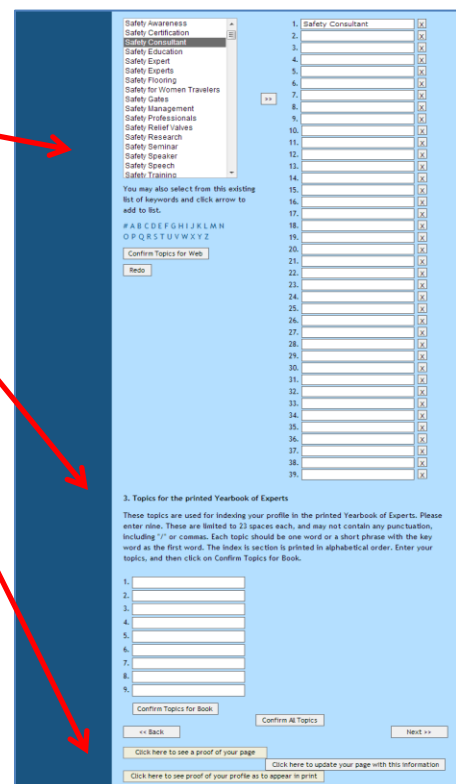
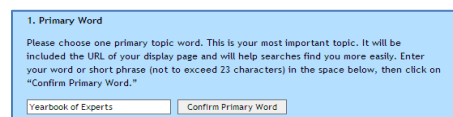
5. **Topics.** One of the most important parts of your membership. **This is how ExpertClick® users and search engines will find you and your news releases.** Topic words are also vital for the index of the printed Yearbook of Experts®. Topics may be entered by making up your own, or selecting from our existing topic list. You can use a mix of both.

Make sure you enter topics in all three sections:

- your primary topic,
- your web topics,
- and your book topics.

It's best to use single words and short, simple phrases that describe what you do and where your expertise lies. **Click on Confirm All Topics before continuing to the next page.**

Success Tip: Stuck for topic ideas? Explore the ExpertClick® site to see what others are using. You can also try <http://www.Google.com/keywords>. Google offers an easy-to-use system to analyze sites for keywords. Enter the URL of your site (or similar sites) to get ideas.



6. **Set up your page.** Here you control the layout for your page and upload images. You have three great options for your Press Room Page:

Success Tip: Images are important – more descriptive image names help search engines find you and your image. Samples of successful image names: Public_Transportation_News.jpg, Amy_Smith_Adoption_Consultant.gif

Horizontal

This screenshot shows a horizontal member profile for StopAfib.org. The page has a blue header with the organization's logo and name. Below the header, there are two main columns: 'Participant Information' on the left and 'Contact Information' on the right. The 'Participant Information' column includes a bio of Melanie True Hills, founder of StopAfib.org, and a list of 'Other experts on these topics' including Stems, Women's Health, Baby Boomers, and Heart. The 'Contact Information' column lists her contact details: Dallas, TX, United States, and a phone number. The page also features a 'New Releases' section with a link to a PDF of the 'Yearbook of Experts' and a 'Welcome paid invitations to speak' button.

Horizontal with link to external site

This screenshot shows a horizontal member profile for iPhone App Marketing. The page has a blue header with the organization's logo and name. Below the header, there are two main columns: 'Participant Information' on the left and 'Contact Information' on the right. The 'Participant Information' column includes a bio of Scott Lorens, founder of iPhone App Marketing, and a list of 'Other experts on these topics' including App marketing, Android App marketing, Android App reviews, Android App promotion, and Android App PR. The 'Contact Information' column lists his contact details: Plymouth, MI, United States, and a phone number. The page also features a 'New Releases' section with a link to a PDF of the 'Yearbook of Experts' and a 'Welcome paid invitations to speak' button. The page includes a large image of a smartphone displaying various app icons and a 'Promoters & Marketers iPhone & Droid Apps' banner.

Vertical

This screenshot shows a vertical member profile for Randall Craig. The page has a blue header with the organization's logo and name. Below the header, there are two main columns: 'Participant Information' on the left and 'Contact Information' on the right. The 'Participant Information' column includes a bio of Randall Craig, founder of Social Media Web Strategy, and a list of 'Other experts on these topics' including Management, Consulting, Internet, Social Media, Career, Networking, Executive Coaching, Management Consulting, Blogging, Entrepreneur, and Marketing Strategies. The 'Contact Information' column lists his contact details: Toronto, ON, Canada, and a phone number. The page also features a 'New Releases' section with a link to a PDF of the 'Yearbook of Experts' and a 'Welcome paid invitations to speak' button. The page includes a large image of a man in a suit, presumably Randall Craig, and a 'Latest News Releases' section with a link to a PDF of the 'Yearbook of Experts'.

Sending News Releases at NewsReleaseWire.com

Login with your User ID and your password. From the Control Panel, go to **Send Release**.

Use the Links at the top to navigate. **You have three formats:**

- Text (Recommended)
- Pinned (Shows a web site of your choice in as pinned)
- PDF (Does not show up as well in search results – search engines may have difficulty reading PDF text – but it may be useful if you have a brochure or important document to share.)

Choose your format and click Next to complete Basic Info.

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Control Panel

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- Manage and Edit Release

Resources

- Member Handbook
- Interview Report

Release Format | Basic Info | Additional Info | Release Copy | Preview and Finish

CHOOSE RELEASE FORMAT

ExpertClick's News Release Wire Works Best with Google Chrome.

****REQUIRED****

☐ Check this box to agree that:

- 1) Your news release will be 100% new content never before posted on the Internet.
- 2) If a photo or image is used in your news release, it is an original image that you own being used for the first time. (Do not use clip art or purloined images.)

Choose which format by which you will enter your release:

- ☒ **HTML or Plain Text**
(Plain text is recommended: Journalists prefer plain text.)
- ☐ **External Link**
(Use this option if you wish to have the release open to a specific Web page. You will need to enter a headline and URL address.)
- ☐ **PDF**
(PDF files may be used as a release, but it is NOT recommended -- due to poor search-engine results. To use this option, you will need to enter a headline and upload the PDF from your computer.)

- Users with slow connections may have difficulty viewing large PDFs.
- From experience, we know that PDF news releases attract fewer clicks and less syndication pick-up from our system - due to their non-text nature.

[Click here for Fair Use: Use for others, frequency & "Anti-Touting" guidelines.](#)

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Please check this box to agree you are sending new content.

Success Tip: Make sure each release you send has unique, fresh content – search engines may not index duplicate releases. Please also make sure your content and images conform to the ExpertClick® Terms and Conditions.

Basic Release Information

Whatever the format, your release needs the basics: Who, What, When, Where, Why.

Release Format | Basic Info | Additional Info | Release Copy | Preview and Finish

Basic Release Information

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****REQUIRED****

Some of the fields are automatically filled with your information. You may make changes in these fields. If no change is necessary, enter headline and proceed to the next step.

Thank you for choosing to send your release as text.

Headline:
Please enter a headline that contains at least 20 characters.

Headline length should be limited to 65 total characters including spaces for best search engine optimization, and to prevent truncation in presentation or syndication.

* Please enter Headline in Upper and Lower case -- DO NOT USE ALL CAPS.
Please do not use the Double Quote Marks (") in your Headline, as they prevent publication. - Use of single quotes (') is permitted.

We present news releases two ways:

1. By release date.
2. By most recently received.

All releases are always visible in the "most recently received" list, as soon as you submit them. Once you enter and approve the release, the system will publish it.

We also present releases by release date. Therefore, when you choose a later release date, your release will be presented closer to the top of the NewsReleaseWire.com page on the release date you choose, but remember your release may have already appeared in the "Most Recently Received" list.

Date:
Time:

Please include a dateline. The city and state where your news originates. Releases without datelines often generate poor syndication and are not included in the local search. Our system automatically loads your Participant City and State, but you can change it if needed.

No: ☐
Yes: ☒

City: State:

Country: Zip:
Exchange/Symbol: none/none

Kill Date:
When do you want this release to expire?
Date to Kill:
Time to Kill:

Contact Information
This is the contact information from your profile. We've auto loaded it for your convenience. You can change it anytime.

Name:
Title:
Organization:
City:
State:
Country:
Phone:
Fax:
Email:
*Your email address will not be displayed to the public.

[Previous](#) [Next](#)

Make sure to enter a **headline for your release.**

Enter a release date, and a "kill" (expire) date. We present releases by release date – when you choose a later release date, your release will be presented closer to the top of the NewsReleaseWire.com page on the release date you choose, but remember your release may have already appeared in the "Most Recently Received" list.

Your contact information and name is pre-filled based on your Press Room Page information.

Text News Release: Additional Information, Images, and Links

Have an image to include, another link, or a video? Enter it all here.

Link to a video or additional web site URLs.

These checkboxes ensure your releases are featured on other ExpertClick sites.

Success Tip: Images. As with Press Room Pages, make sure your image names are descriptive and do not use any special characters besides the underscore (“_”). Add a caption to make your image and your release even easier to find.

Please note that all images must be legally yours to use. Please do not use clip art.

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Additional Links, Graphic, Photo, Audio or Video

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****Optional Step****

Use this step to load additional Website links, video link or show a photo with your release. The system will automatically create a hot link to the Websites which is linked to your Expert Profile Page. If no additional links are needed, skip this page and proceed to the next step.

Is there a video link you want to link to? ☐
http://:

Check here to include additional URL(hotlink): ☐
URL: http://
What do you want the link to read?

Check here to include another URL(hotlink): ☐
URL: http://
What do you want the link to read?

Check boxes below to include your new releases to other ExpertClick sites:

☐ For audio or video releases to be included at www.RadioTour.com
☐ For books to be included at www.ReviewBook.com
☐ To promote as copyright free and be included at www.FeaturesUSA.com

Do you want to load a graphic or photo with your release?
Images should be 399 pixels or smaller.

Important: About Your Images
Do not use spaces or non-standard characters in image names. Please limit the text you use to A-Z, 1-9, and dash (-) and underscore (_). Use of non-standard characters may mean your images are not indexed or can be opened by some browsers. Please re-title images with search optimized image names such as:
Germany_River_Cruise.jpg
Public_Transportation_News.gif
Amy_Smith_Adoption_Consultant.gif

More descriptive image names help Google and Google News find you and your image. They also help users who may not be able to immediately view an image.

No file chosen

Do not type the .gif or .jpg name in the box, you must browse and upload it with the browse button.

Caption for photo or graphic if loaded:

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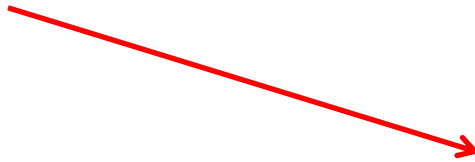
MemberHandbook.com

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Your copy

Enter your release copy in Box 1. Use the text book and text editing tools to enter your release copy. Keep your content unique.

Comfortable with HTML coding? Enter HTML into Box 2. Make sure to click this button to save your HTML to Box 1.



SuccessTip: Boilerplate

New feature! You can repeat the same closing text to the bottom of every release you send; add your personal signature or a closing quote. Enter your “boilerplate” text in Box 3. You can change this any time.

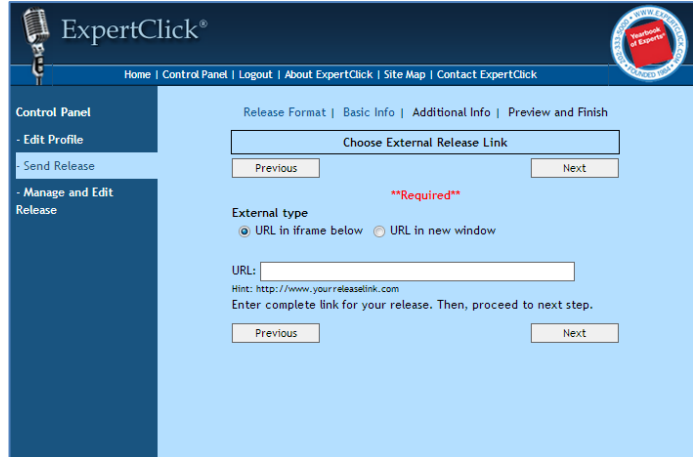
Again, if you are comfortable with HTML, enter your code for your boilerplate text in Box 4. Make sure to press this button to save your edits.



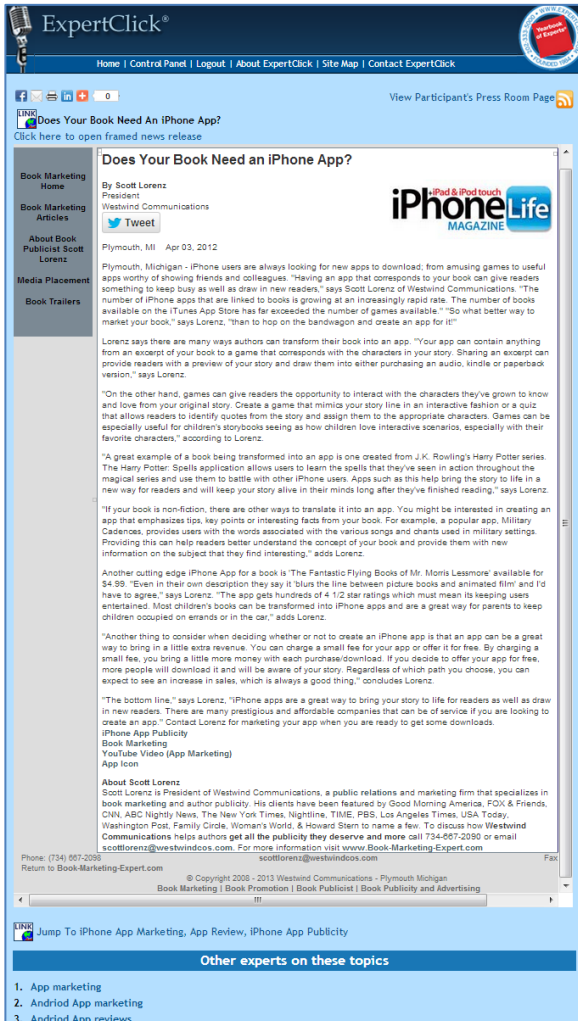
Pinned Release

Use this option for something hosted on your own web site: a blog post, a release, or any new content.

Enter the URL you want to promote on the Additional Info screen shown here.



The image shows a screenshot of the ExpertClick website's 'Choose External Release Link' form. The form is part of a multi-step process, with 'Additional Info' being the current step. It features a navigation bar at the top with links like 'Home', 'Control Panel', and 'Logout'. On the left, there's a sidebar with options like 'Control Panel', 'Edit Profile', 'Send Release', and 'Manage and Edit Release'. The main content area has a title 'Choose External Release Link' and buttons for 'Previous' and 'Next'. Below this, there's a section for 'External type' with two radio buttons: 'URL in iframe below' (selected) and 'URL in new window'. A text field for 'URL:' is present, with a hint below it: 'Hint: http://www.yourreleaselink.com'. A note says 'Enter complete link for your release. Then, proceed to next step.' and there are 'Previous' and 'Next' buttons at the bottom.



The image shows a screenshot of a news release titled 'Does Your Book Need An iPhone App?' hosted on the ExpertClick website. The release is by Scott Lorenz, President of Westwind Communications, dated April 03, 2012. It features a logo for 'iPhoneLife MAGAZINE' and a 'Tweet' button. The text discusses the benefits of creating an iPhone app for books, mentioning examples like 'The Fantastic Flying Books of Mr. Morris Lessmore' and 'The Harry Potter' series. It also mentions that the app can be a great way to bring in a little extra revenue. The release is framed within a 'View Participant's Press Room Page' window. At the bottom, there's a section for 'Other experts on these topics' with links to 'App marketing', 'Android App marketing', and 'Android App reviews'.

An example of a pinned release at News Release Wire. Your URL will be displayed in a frame. A link to your Press Room Page is also shown.

PDF Release

Upload your own PDF to use as a release. Upload on the Additional Info screen.

A screenshot of the ExpertClick website showing the 'Send Release' button and the 'Additional Info' tab. The 'Additional Info' tab is selected, and the 'Select PDF' section is visible. The text reads: "Select PDF: [Choose File] No file chosen" "Click 'browse' button to upload the desired PDF from your computer for your release." "Previous Next"

Your PDF will appear as a framed release on News Release Wire.

Preview and Finish

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Preview and Finish

Previous Publish Release

Click on the button to preview your release. [Preview](#)

(This preview of your release is a separate window. Simply close after viewing.)

In order to finalize your release, please view it in a preview window. If the release meets with your satisfaction, check the box below and finalize your submission.

Check this box if the press release is correct and ready for final submission: ☐



Your release will go live as soon as you click the approval button.

Previous Publish Release

Once your release is complete, check off and publish your release. Your release is live! Note: You can edit your release for up to one hour after you publish it.

Manage and Edit Releases

From Manage and Edit Releases, you can see your active and expired news releases. “Kill” will expire a release and it will no longer be visible to the public. The Edit option is only available one hour after submission.


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Your Active Releases

Edit: You may edit or correct a text news release for one hour after being sent. Please note that the release may have already been picked up or syndicated and we are not able to change what has been sent out.

Kill: You may make a news release no longer associated with your profile with the Kill Button at any time. Then you can send another release that day. Releases killed are archived as they will have been distributed and are referred to by Lexis and Google News. Once a release has been sent, you cannot get it back -- it is released. You can edit a text release for up to one hour.

	Headline	Release Date	Kill Date	Times Release Viewed	
	Test of Editing Releases	04/12/2014	04/12/2033	0	Kill
	Second boilerplate test	04/03/2023	04/03/2033	0	Kill
	This is a Boilerplate test	04/03/2019	04/03/2033	0	Kill
	EPA may delay climate rules f...	03/15/2031	03/15/2033	0	Kill
	Testing for External link	03/13/2031	03/13/2033	0	Kill
	This is a big Test of Ampersa...	03/12/2023	03/12/2033	0	Kill
	Test Release for Image Problem	01/02/2020	01/02/2033	0	Kill

Expired News Releases

These are your expired news releases. To view, please click on the headline. Remember, you can copy and paste old release text into a new release, as an outline, but please do update the headline and first paragraph with new content and ideas, so as not to create duplicate content.

-- Click link at left to view -- You can open these releases, and use this old text with CUT AND PASTE, as the back-bone of new releases.

	Headline	Release Date	Kill Date	Times Release Viewed
	Test of image issue	12/06/2022	04/12/2013	0
	Test Release for Image Problem 2	01/02/2021	03/12/2013	2
	Test Release for Ampersand & ...	09/13/2020	12/05/2012	2
	This is a Test Release 1	06/13/2013	06/13/2012	10

By looking at the “Times Release Viewed” column you can see which news release headlines did better than others. We’ve seen some participants find certain news releases ideas that produce consistent results and use them again and again over the years with ExpertClick®. We have active members with more than a million page views. You can send news releases daily.

You can view your old releases and copy and paste material from them to create new releases. But again, make your content unique for every release to ensure you and your releases get picked up by search engines and Google News.

Link Pick-up Area

Scroll to the bottom of Manage and Edit Releases to see your personal link pick-up area. Use these tools to add to your own web sites to help you publicize your presence at ExpertClick

Link Pick Up Area

Your Personal Yearbook Profile Page:
<http://www.expertclick.com/19-3210>

Your Personal NewsReleaseWire Page:
<http://www.expertclick.com/NewsReleaseWire/ViewMyNews.aspx?NRWID=7359>


Your Personal Yearbook Link:

```
<a target="_blank" href="http://www.expertclick.com/19-3210">  
  <div style="text-align: center; font-family: verdana, arial, sans-serif; font-size: 12px">  
    <br />  
    <h4>Michael D. Shaw -- Air Quality Expert<br />  
    is listed at<br />  
    ExpertClick.com  
  </h4>  
  </div>  
</a>
```


Your Personal NewsReleaseWire Page:

```
<a target="_blank"  
href="http://www.expertclick.com/NewsReleaseWire/ViewMyNews.aspx?NRWID=7359">  
  <div style="text-align: center; font-family: verdana, arial, sans-serif; font-size: 12px">  
    <br />  
    <h4>View News Releases<br />  
    from Michael D. Shaw -- Air Quality Expert at<br />  
    NewsReleaseWire.com  
  </h4>  
  </div>  
</a>
```

Basic links



Michael D. Shaw -- Air Quality Expert is listed at ExpertClick.com



View News Releases from Michael D. Shaw -- Air Quality Expert at NewsReleaseWire.com

HTML code that you can copy and paste to use on your own web site, blog, or emails to link directly to your Press Room Page and news releases.

Secrets to News Release Success

Get the most out of your News Release Wire and ExpertClick® membership with our tips below:

Part 1: Editorial

- Write your release in a crisp, clear style.
- Your writing should begin with the fundamental basics of good journalism: who, what, when, where, why or how.
- Try to lead the first paragraph with a strong quote from one of the persons involved with the story.
- Write short sentences. Figure that your release should be five or six brief paragraphs.
- Take note of any recent news or news story that involves your expertise and enterprise. By using a news peg – as editors call it – you connect your release to the mix of stories concerning that recent news or event.
- While you write, refer to the Associated Press Stylebook and to “The Elements of Style.”
- Always use a dateline – the city and state of the release – and have at the bottom of the release the same city and state. An address is not needed.
- Identify each person with full name and title. Lower case titles – unless clearly a proper noun. Note that upon second reference, in news stories, it is often “the president” or “the pope”; not capital Ps. And upon reference, simply write the last name of the person without an honorific (Mr., Mrs., Miss).
- Remember that the release should not be about you first; it should be “news-you-can-use” of practical and immediate value and information to the editor or producer – for the reader or the viewer. It should be something where the

average reader can learn a new fact. Explain what you do simply; assume that the reader does not know your industry very well. Review your previous news releases and others’ releases in the system.

Part 2: Technical—Send your release via NewsReleaseWire.com

- Limit your headline to between 50 and 62 characters, including spaces. This allows your keywords to be part of the search display.
- Always enter at least 300 words of text in the news release.
- When entering the copy onto the release form, make sure you have converted your text to plain text to ensure you do not enter corrupted code. If you are comfortable with HTML coding, use the HTML option.
- Always include a graphic (square is best). You can also link to a video. In fact, you can also link to your book title. (However, this graphic step in the process is not required.)
- Be sure to include the appropriate links to the story; your contact info is autopopulated by the News Release Wire system.
- If you wish, enter your news release text at Google Keyword Tool to find out what Google thinks about your text:
<https://adwords.google.com/select/KeywordToolExternal>
- Link to subpages within your website.
- Provide an opt-in box for readers to receive a regular e-mail from you.

Connect with ExpertClick® on Social Media:

Subscribe at our YouTube Channel

www.YouTube.com/ExpertClick to receive notices when new videos are published.

- Join the ExpertClick® LinkedIn group for more info.
- Connect with us at www.FaceBook.com/ExpertClick
- Follow us at www.Twitter.com/ExpertClick
- Follow us at www.CustomerHandbook.com for feature updates.

Founded in 1984 as the ***Talk Show Guest Directory***

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"dating service of PR"

PRWEEK

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**USA
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CNN.com

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arranged, easy to use."*

abcNEWS

*"It will make your group the central point
for quotes and interviews."*

**Association
TRENDS**
